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The Europa Analytics Metrics are web analytics standards for public authorities websites.

This web standards define the [key metrics](#) relevant in **measuring the accomplishment of the communication objectives of the public authorities websites**.

## EU Member States as Target Audience

Goals

to **raise awareness** of the EU and **build support** for its policies and objectives for this EC has to ensure the efficient impact of its communication.

## EU citizens and Businesses as Target Audience

(Communicating with citizens of the EU is central. This however often takes place through media and multipliers.)

Goals

**Inform** of roles and actions of the EU, and in particular of the Commission;  
**Engage dialogue** on the EU and its policies;  
**Create political understanding and support**

see also [File:Communication-objectives.pdf](#)

## Sources

<http://blog42.eu/>

[Web Analytics Success Measurement For Government Websites](#) (Avinash Kaushik, October 12, 2009)

[How to measure the success of a Government website](#) (by [Alec Cochrane](#), posted on 18 February 2011)

## Further Reading

[Digital Metrics for Federal Agencies | HowTo.gov](#) Digital metrics for measuring, analyzing, and reporting on the effectiveness of US government Web, mobile, social media, and other digital channels [\[1\]](#)